

ORDER



WAVY

Orders
Order / Rev: 202415
Alt Order #:
Product Desc: 9/3-9/9 KAINE FOR SENATE
Estimate: 11725
Flight Dates: 09/03/12 - 09/09/12
Original Date / Rev: 08/29/12 / 09/04/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/M

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/09/12	19	\$8,125.00	\$6,906.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	19	\$8,125.00	\$6,906.25	0.00
Totals	19	\$8,125.00	\$6,906.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	09/04/12	09/05/12	WAVY News @ Sunrise	CM	5a-6a	- 11 - - - -	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- 11 - - - -		2				\$125.00		0.00			
N 2	WAVY	09/03/12	09/03/12	Today Show 2	CM	9a-10a	1 - - - - -	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	1 - - - - -		1				\$150.00		0.00			
N 3	WAVY	09/06/12	09/06/12	Today Show 3	CM	10a-11a	- - - 1 - - -	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - - 1 - - -		1				\$100.00		0.00			
N 4	WAVY	09/05/12	09/05/12	WAVY News 10 @ Noon	CM	12p-1p	- - 1 - - - -	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
				News 10 @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - 1 - - - -		1				\$75.00		0.00			
N 5	WAVY	09/04/12	09/04/12	M-F 4-5p	CM	4p-5p	- 1 - - - - -	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				M-F 4-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- 1 - - - - -		1				\$125.00		0.00			
N 6	WAVY	09/03/12	09/03/12	WAVY News 10 @ 5p	CM	5p-530p	1 - - - - -	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
				News 10 @ 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	1 - - - - -		1				\$350.00		0.00			

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Advertiser: POL/Kaine for Senate 2012 (D)
 Product Desc: 9/3-9/9 KAINE FOR SENATE
 Estimate: 11725

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WAVY	09/03/12	09/03/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	1-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 1----- 1 \$350.00 0.00 </div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WAVY 09/03/12-09/09/12 WAVY News 10 @5p 5p-530p M----- :30 (\$350.00) 0.00 NM See MG 6.2 [Program Change] </div> <div> 2 WAVY 09/05/12-09/05/12 WAVY News 10 @5p 5p-530p --W----- :30 \$350.00 0.00 NM Ⓜ MG for 6.1 09/03 [Makegood] </div> </div>															
N 7	WAVY	09/03/12	09/03/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	1-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 1----- 1 \$350.00 0.00 </div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WAVY 09/03/12-09/09/12 WAVY News 10 @530p 530p-6p M----- :30 (\$350.00) 0.00 NM See MG 7.2 [Program Change] </div> <div> 2 WAVY 09/06/12-09/06/12 WAVY News 10 @530p 530p-6p ---Th----- :30 \$350.00 0.00 NM Ⓜ MG for 7.1 09/03 [Makegood] </div> </div>															
N 8	WAVY	09/03/12	09/07/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	11111--	:30	5	\$800.00	P2	0.00	NM	5	\$4,000.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 11111-- 5 \$800.00 0.00 </div> </div>															
N 9	WAVY	09/06/12	09/06/12	M-F 7-730p M-F 7-730p	CM	7-730p	---1---	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---1--- 1 \$300.00 0.00 </div> </div>															
N 10	WAVY	09/04/12	09/04/12	Tue Prime Other 1 Tuesday 8-10p	CM	8p-10p	-T-----	:30	1	\$900.00	P5	0.00	NM	1	\$900.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -T----- 1 \$900.00 0.00 </div> </div>															
N 11	WAVY	09/07/12	09/07/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p	----F--	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ----F-- 1 \$400.00 0.00 </div> </div>															
N 12	WAVY	09/08/12	09/08/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S- 1 \$500.00 0.00 </div> </div>															
N 13	WAVY	09/09/12	09/09/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----S	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S 1 \$500.00 0.00 </div> </div>															
N 14	WAVY	09/07/12	09/07/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	----F--	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ----F-- 1 \$125.00 0.00 </div> </div>															
													Totals	19	\$8,125.00